



McDowell Road/South Scottsdale Task Force
ASU SkySong, Convergence Conference Room #129
1475 N. Scottsdale Road
Scottsdale, AZ 85257
November 19, 2009

APPROVED MINUTES

Present:	Tom Sadvary, Chair	Sonnie Kirtley
	Virginia Korte	Ed Gawf
	Jim Atkinson	Eric Larson
	Kurt Brueckner	Wendy Lyons
	Don Couvillion	Tom Mason
	Michael Fernandez	Paul Messinger
	Jeremiah Foster	Jay Petkunas

Absent: George Adams

Staff: Rob Millar

Call to Order

Chair Sadvary called the McDowell Road/South Scottsdale Task Force regular meeting to order at 5:09 p.m. Roll call confirmed the presence of Task Force members as noted. Mike Fernandez arrived late.

1. Approval of 11-5-09 Summarized Meeting Minutes

Minutes approved 13-0.

2. Canalscape Concept Overview

Dr. Nan Ellin, Arizona State University, discussed Canalscape, an urban design project, which follows a process of evaluating what people value and want protected, moves to what people value which needs to be enhanced, and last to what needs to be added to an area. Dr. Ellin pointed out that Phoenix has more canals than Venice. She proposes redevelopment of a mix of uses at the intersections of canals and major streets. Todd Hardy asked about return on investment and Dr. Ellin said she would provide the information.

3. LINKS Area Evaluation

Judy Crider and Ned O'Hearn discussed the strengths the LINKS organization can bring to the Task Force process for evaluating the political, economic, and physical aspects of proposals. Also presented was information that Federal Housing and Urban Development grant funds will potentially be available in the near future for sustainable development.

4. EPICENTER Proposal

Bill Lautenbach presented a proposal to rename McDowell Road to "Epicenter" and to actively recruit "green" businesses to locate in the corridor. Existing buildings would be repurposed and a bonding mechanism would be used for funding.

5. McDowell Corridor Outreach Summary

Harold Stewart discussed the outreach letters to 700 corridor residents.

6. City of Scottsdale Planning, Neighborhood and Transportation Division Overview

Dave Richert, Connie Padian and Erin Perreault discussed the treatment of south Scottsdale in the General Plan and the on-going Community Area Plan and the vision for the McDowell Corridor. Various ideas for revitalizing the McDowell corridor were also presented, including annexing a part of Papago Park, and another proposal to re-route part of McDowell Road into two one-way streets to create larger parcels for redevelopment in between. Mr. Richert emphasized the need to get property owners to work together. Ed Gawf commented that assembling properties will probably take redevelopment ability, and Mr. Richert expressed interest in retaining the current Redevelopment Area designation which provides tools to aid in upgrading commercial areas. Paul Messenger commented that there was no discussion of economics yet in the City's vision, and it was unclear how the development cost would be repaid without generation of sales taxes. Virginia Korte asked if there was any interest in rail connectivity in the concepts presented. Jerry Foster asked that the City planners limit the range of choices and emphasize a few.

7. Staff and Task Force Updates (A.R.S. 38-431.02 (K))

Rob Millar distributed an updated meeting planner and an updated Task Force member list.

8. Public Comment (A.R.S. 38-431.02(K))

Darlene Peterson commented that the proposal to put buildings down the middle of McDowell Road had raised concerns among residents. She also expressed opposition to narrowing McDowell Road. She supported the need to understand the economics of redevelopment proposals, and emphasized a desire for retailers that meet the needs of the neighborhoods.

Scott Taylor of Mark Taylor Communities commented that 3 story apartment communities are economically feasible in the area now.

Roy Sosa commented that he wants to know how the Task Force's work will affect residents north of McDowell Road.

Sandra Hertlein commented that for public outreach, the Task Force should use door-hangers with a survey on them, and should host a block party where neighbors could be contacted one-on-one.

9. Identification of Future Agenda Items

Chairman Sadvary asked for volunteers to work on a subcommittee to identify strategic questions that should be addressed by the Task Force in its recommendations to the Council. The subcommittee will bring the questions back to the full Task Force by December 1. Appointed were Ed Gawf, Sonnie Kirtley, Jerry Foster, Paul Messinger, Jay Petkunas, Virginia Korte, Tom Mason, and Mike Fernandez.

10. Adjournment

The meeting adjourned at 6:30 p.m.

Approved